

## PRESS RELEASE

### Signs of the Times

**+ World Premier at cpd in the BIG IS BEAUTIFUL Area +  
+ supernova Shows Glamorous Garments in Large Sizes +**

In the beginning, seasoned textile businessman Claus Borgelt had a vision – he would go down a new path. Since early 2009, a design team has been devoted to the conception and creation of a new line for plus sizes, including extensive research in London and New York among other places. The result is an innovative collection that carries a youthful, trendy statement – fashion that does not mask, but instead cleverly accentuates the feminine figure. supernova was born, presenting itself as an independent start-up with a committed, dynamic team, and will celebrate its world premier at cpd in the newly created BIG IS BEAUTIFUL area.

supernova has the clear objective of successfully establishing collection concepts for young plus-size women. Women who wish to neither hide nor cover their femininity; who wish to consciously dress in a sensual and feminine manner. A target group that is media-savvy and well-informed about trends and news in all areas of life.

Modern women who make choices independently of social constraints from outside – which music they listen to, which videos they watch on youtube, which fragrances they wear, or which cosmetics they use to fulfil their sensual desires. As second or third skin, their clothing is a decisive carrier of this message.

supernova embodies this attitude and invites women to take on and exude courage and self-confidence. The trendy collection stands for contemporary design and sophisticated styles in sizes 42 to 54 that guarantee a modern, progressive fit.



supernova edition 1.0 marks the beginning of a holistic concept that unites lifestyle with authentic attitudes about body and life.

"We really appreciate the fact that supernova 1.0 will be celebrating its world premier at cpd," states Elke Sautter, cpd project director at the Igedo Company. "The plus-size segment has now become richer with an important innovation – a collection created especially for a young target group opens up a new niche within the segment."

Roughly 56% of all German women wear dress size 42 and larger. The German garment industry meanwhile enjoys a forerunner position in a market that is continuously growing and whose potential will not be exhausted for a long time to come.

BIG IS BEAUTIFUL takes place as part of cpd from 7 to 9 February 2010 at the Düsseldorf fairgrounds. The supernova 1.0 collection will be presented exclusively as part of the panel discussion on the topic of "Big Sizes – The Gap Between Normalcy and Plus Sizes" on Monday, 8 December 2010 at 12:00 pm in the BIG IS BEAUTIFUL LOUNGE in hall 11.

Düsseldorf, 27 January 2010

All activities of the Igedo Company can be found on the Internet at:  
Information on CPD at:

<http://www.igedo.com/>  
<http://www.cpd.de/>

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